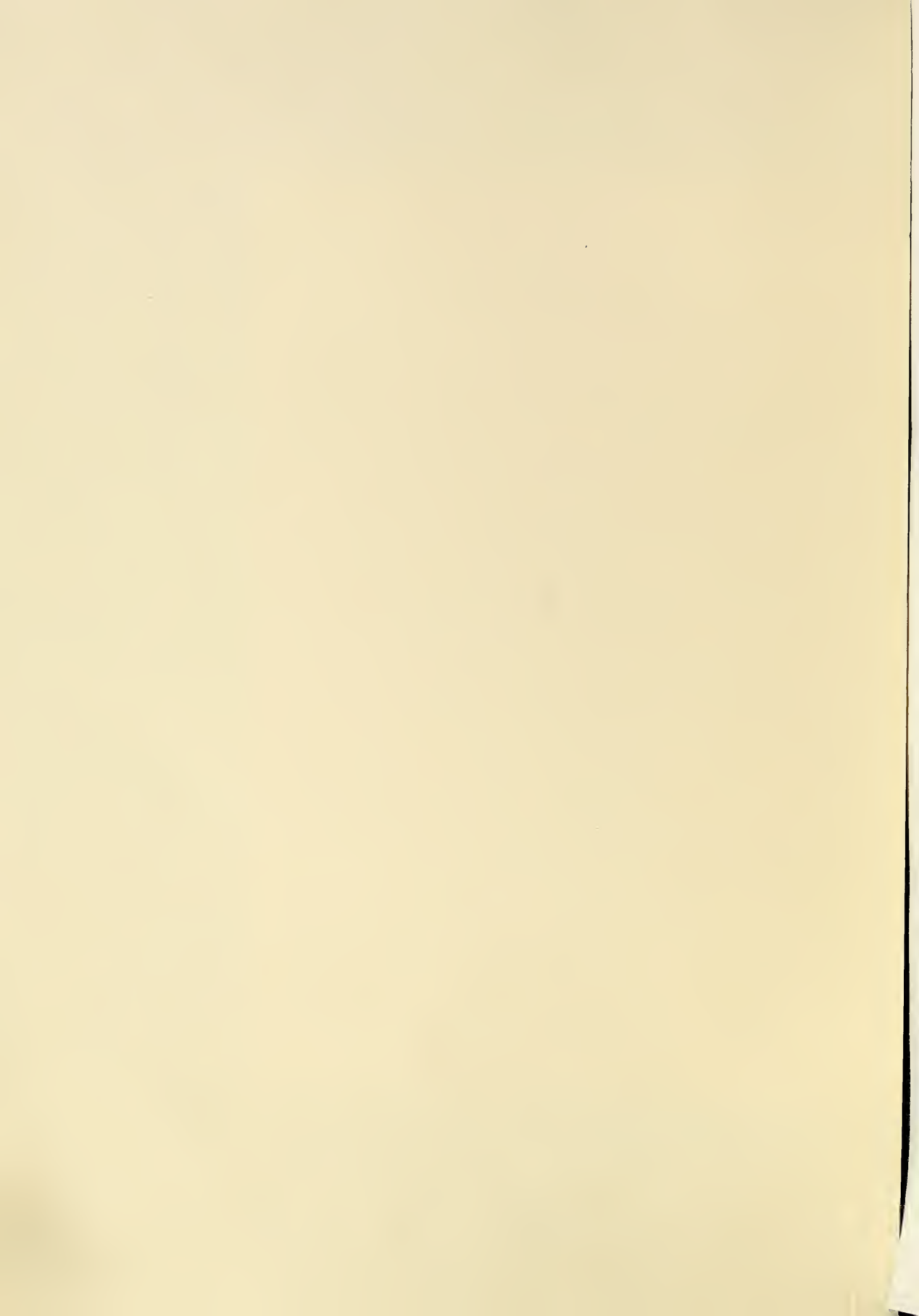


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# farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2498

30/7/SENATE BRANCH

March 8, 1991



**DURING HIS SENATE CONFIRMATION HEARING**, Secretary of Agriculture Designate **Edward Madigan** (right) chats with Sen. **Alan J. Dixon** (D-Ill.) (left). Madigan vowed to fight like a "junkyard dog" on behalf of American farmers during international trade talks. "I intend to be an outspoken and aggressive advocate for agriculture," he said. "I have no agenda outside of agriculture." During the two-hour confirmation hearing by the Senate Agriculture Committee, Madigan said he would oppose special legislation to resolve the financial problems of dairy farmers, raising the possibility that to do so would open the new 1990 farm law to further changes. (Photo by Ray Lustig, courtesy of the **Washington Post**.)

**FAST TRACK NEGOTIATION** -- President George Bush has told Congress he is requesting the extension of fast track negotiation authority to implement international trade agreements. Fast track, which has been used for major trade initiatives since 1974, is essential to the successful negotiation of trade agreements. Under the fast track, agreements are guaranteed an up-or-down vote by Congress, without amendments, within a fixed period of time. Contact: Torie Clarke (202) 395-3230.

**EDWARD MADIGAN** will become the 24th secretary of agriculture. Who were the first 23? Here's a list:

### Secretaries of Agriculture

Norman Jay Colman	Feb. 15, 1889 - March 6, 1889	Missouri
Jeremiah McLain Rusk	March 6, 1889 - March 6, 1893	Wisconsin
Julius Sterling Morton	March 7, 1893 - March 5, 1897	Nebraska
James Wilson	March 6, 1897 - March 5, 1913	Iowa
David Franklin Houston	March 6, 1913 - Feb. 2, 1920	Missouri
Edwin Thomas Meredith	Feb. 2, 1920 - March 4, 1921	Iowa
Henry Centwell Wallace	March 5, 1921 - Oct. 25, 1924	Iowa
Howard Mason Gore	Nov. 22, 1924 - March 4, 1925	West Virginia
William Marion Jardine	March 5, 1925 - March 4, 1929	Kansas
Arthur Mastick Hyde	March 6, 1929 - March 4, 1933	Missouri
Henry Agard Wallace	March 4, 1933 - Sept. 4, 1940	Iowa
Claude Raymond Wickard	Sept. 5, 1940 - June 29, 1945	Indiana
Clinton Presbe Anderson	June 30, 1945 - May 10, 1948	New Mexico
Charles Franklin Brannan	June 2, 1948 - Jan. 20, 1953	Colorado
Ezra Taft Benson	Jan. 21, 1953 - Jan. 20, 1961	Utah
Orville Lothrop Freeman	Jan. 21, 1961 - Jan. 20, 1969	Minnesota
Clifford Morris Hardin	Jan. 21, 1969 - Nov. 17, 1971	Nebraska
Earl Lauer Butz	Dec. 2, 1971 - Oct. 4, 1976	Indiana
John Albert Knebel	Nov. 4, 1976 - Jan. 20, 1977	Virginia
Bob Bergland	Jan. 23, 1977 - Jan. 20, 1981	Minnesota
John Rusling Block	Jan. 23, 1981 - Feb. 14, 1986	Illinois
Richard Edmund Lyng	March 7, 1986 - Jan. 21, 1989	California
Clayton Keith Yeutter	Feb. 16, 1989 - March 1, 1991	Nebraska

**FOOD EXPO** -- Food buyers from around the world will be able to see, sample & buy a huge variety of value-added food products from all corners of the U.S. at the 1991 NASDA National Food & Agriculture Exposition in Las Vegas, Nev., April 30, May 1-2. The biennial event is co-sponsored by the National Association of State Departments of Agriculture and the Foreign Agricultural Service of USDA. It is the only show exclusively designed to bring foreign buyers together with American food companies. **Contact: Mark Wallace (206) 586-6941.**

**U.S. EXPORTS** -- U.S. ag exports are forecast to reach \$37 billion in fiscal 1991, \$1.5 billion less than forecast in November. Fiscal 1991 export volume, at 131 million tons, is 8.5 million less than previously forecast. Reduced prospects for coarse grains account for much of this decline, with world trade declining & competition increasing in key markets. Projections are also lower for wheat, soybeans & soybean meal exports, but higher for cotton. **Contact: Steve MacDonald (202) 219-0827.**

**MEAT & POULTRY HOTLINE** -- "Consumers have a lot of questions about spring foods," says Sue Templin, supervisor of USDA's Meat & Poultry Hotline. "They ask, for example, why some canned hams need refrigeration and others don't; and how long can hardcooked eggs sit outside during an egg hunt." The Hotline's number: (800) 535-4555. **Contact: Karen Tracey (202) 447-9351**

*Editor: Marci Hilt Phone: (202) 447-6445*



# FROM OUR RADIO SERVICE

**AGRICULTURE USA #1761** -- California is struggling through its fifth consecutive year of drought. On this edition of **Agriculture USA**, **Maria Bynum** reports on the ongoing effort to stretch limited water supplies. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1242** -- Meat labeling; food help for military families; Spring food safety; a variety of rice, gardening for relaxation. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1751** -- USDA News Highlights; a new secretary for USDA; Versatile rice; opening up the Japanese market; U.S. export opportunities for cereal up. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1410** -- Copper & blood clotting; finding the zinc requirement; iron & energy; hanging onto muscle; calcium side benefits. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Mon., March 11, U.S. crop production, world supply & demand; Tues., March 12, crop/weather update, world ag/grain situation, world oilseed situation, world cotton situation; Wed., March 13, U.S. sugar/sweetener outlook; Thurs., March 14, fruit & tree nut outlook; Fri., March 15, milk production; Mon., March 18, cattle on feed; Tues., March 19, ag outlook, crop/weather update; Wed., March 20, catfish production, ag chemical usage; Fri., March 22, livestock/poultry update. (These are the USDA reports which we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

# FROM OUR TELEVISION NEWS SERVICE

(Week of March 7, 9 & 11, 1991)

**FEATURES --** Pat O'Leary reports on USDA's Food Aid Programs; Lynn Wyvill takes a look at Farm Safety for Just Kids.

**ACTUALITIES --** Secretary of Agriculture Designate Edward Madigan gives testimony during his confirmation hearings before the Senate; USDA Chief Meteorologist Norton Strommen on latest weather & crop update; USDA Economist Steve MacDonald on exports; USDA Economist Jerry Stam on ag income; National Association of State Departments of Agriculture President C. Alan Pettibone on the NASDA 1991 Food Exposition.

**UPCOMING FEATURES --** Pat O'Leary reports on the alternative crop kenaf; DeBoria Janifer takes a look at the WIC program; Lynn Wyvill reports on home-based businesses.

Available on Satellite Westar IV, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY . . . . .7:30 - 7:45 p.m., EST  
SATURDAY . . . . .10 - 10:45 a.m., EST  
MONDAY . . . . .8 - 8:45 a.m., EST

## OFFMIKE



**MARCH...**is the month for farm shows, says **Tom Rothman** (Magnet Radio, St. Paul, Minn.). It's one of his busiest times on the road providing coverage. Tom says the northwest portion of Minnesota has entered its 52nd consecutive month of drought; remainder of the state has adequate moisture as producers wait for Spring. Major concern in the region is low dairy prices.

**RANGE FIRES...**& dust storms have developed in sections of Oklahoma reflecting dry conditions existing in much of the state, says **Cyndi Young** (Oklahoma Agrinet, Oklahoma City). She says a recent report indicated February was the second driest and fifth warmest for Oklahoma since record keeping began in 1890. Cyndi is planning to cover the 76th annual 4-H & Junior Livestock Show March 14-19 in Oklahoma City. The event draws kids and animals from across the state. Cyndi was holding down the fort while **Ron Hays** was in the nation's capital covering confirmation hearings of Secretary-Designate Edward Madigan.

### **Farm Broadcasters Letter**

Office of Public Affairs  
Radio-TV Division  
U. S. Department of Agriculture  
Washington, D. C. 20250-1300

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**PLANTING SEASON...**is just around the corner in Indiana, says **Jim Riggs** (WILO/WSHW, Frankfort). Water table is very high in southern portions of the state. Most producers are waiting for fields to dry to do early Spring work; if there is much delay producers will use no-till. Jim says his stations have expanded farm programming at noon and in the morning hours.

**NATIONAL AG WEEK...**guest speaker at March 15 ceremonies in Washington, Ind., will be **Matt Fleck** (Morning Ag Report, Indianapolis). Did your station participate in National Ag Day?

**DIED...****Furney Todd** (professor emeritus, North Carolina State Ag Extension Service), heard throughout the region on 52 radio stations, & known as "Mr. Tobacco" for his 37-year leadership in tobacco plant research. Information provided by **David Spatola** (WNCT, Greenville, N.C.).

**VIC POWELL**

Chief, Radio & TV Division